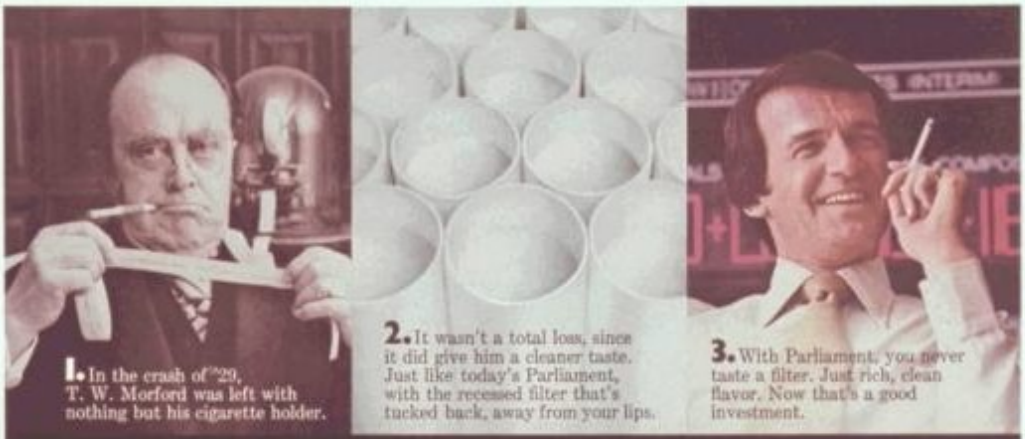
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 430R–Stucklooker–Req. No. 91854–1 page 4/C bled,–8⅛x11¼ in.–Time, Newsweek, Sports Illustrated (A)
Printed in U.S.A.



1. In the crash of '29, T. W. Morford was left with nothing but his cigarette holder.

2. It wasn't a total loss, since it did give him a cleaner taste. Just like today's Parliament, with the recessed filter that's tucked back, away from your lips.

3. With Parliament, you never taste a filter. Just rich, clean flavor. Now that's a good investment.

The Parliament recessed filter. It works like a cigarette holder works.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 15 mg. "tar," 1.0 mg. nicotine—100's: 19 mg. "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Sept. '73

2061193337
Source: https://www.industrydocuments.ucsf.edu/docs/xqxx0001
2061193337